

# Kalyan Reddy Mada

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## Address

120 Broadway Unit #729  
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## Education

**Purdue University**, West Lafayette IN

**Graduation Date:** May 2019

*B.S. in Electrical & Computer Engineering*

**Relevant Coursework:** Data Structures, Advanced C Programming, Microprocessor Systems

**Technical Skills/Tools:** Python, C/C++, Golang, Java, Assembly, System Verilog, Matlab, Github, HTML, Visual Basic, Microsoft Office Suite, Marketo, Kusto, SQL, Azure DevOps, Trello, Jira

## Work Experience

**Microsoft**, Seattle WA

Sept 2019 – Present

*Product Manager*

- Working within Core Marketing Engineering, supporting the Lead Management Tech Stack, managing the feature backlog and defining the future roadmap
- Spearheaded the transition of the Reporting and Analytics team to leverage Azure Data Lake Storage in order to reduce the latency at which reporting and sales teams were able to act upon Marketing Data by Nearly 72 hours
- Instilled the standard ingestion model within Marketo, the marketing automation software, to acquire leads from over 75 commercial signups and events.
- Championed new architecture to gather over a hundred metrics from Marketo in NRT, to enable organizations within Microsoft to leverage an individual's performance metrics and activities to better score their propensity to buy.
- Manage the relationship with 3<sup>rd</sup> party SAAS vendor Marketo, and facilitated the exchange of over 25 different features that mitigated quality and stability concerns by 50 percent.

**Hewlett Packard Enterprise**, Houston TX

May 2017 – November 2017

*Software Engineering Intern*

- Developed an open-source exporter application, written in GoLang, to consolidate PCP data metrics from various databases, allowing data mining of such metrics to be placed on to Prometheus databases.
- Reduced human error and query time by building a process to structure automation of data extraction to meet the growing needs of data monitoring solutions, saving the division close to 6 months of work/time.
- Collected Feedback from enterprise customers to publish an open-source metric exporter and compliance tool. [https://github.com/HewlettPackard/pcp\\_exporter](https://github.com/HewlettPackard/pcp_exporter)

**Dawn Foods**, Jackson MI

May 2016 – August 2016

*Sales Engineering Intern*

- Restructured over 5 databases hosting vital customer and managerial data, originating from Oracle CRM.
- Analyzed company sales reports in order to extrapolate patterns by automating spreadsheet applications using VBA.
- Consolidated data from company teams and developed initiatives to reduce human errors when new data is populated.

**Freelance Programmer**, Canton MI

May 2014 – April 2015

*Consultant*

- Built mobile-first modern application solutions for local organizations and student-run startups, based out of the Detroit Metropolitan area.
- Conducted independent research study to develop AES-encryption software for student files for access off-campus.
- Designed a student schedule tracker to help students make friends with peers in similar classes and to help stop bullying

## Projects

**Skee Ball Machine**, Class Project

March 2018 – May 2018

*ECE 362 Microprocessor System Design*

- Engineered a functional skee ball machine with a team of four utilizing RISC architecture embedded microcontrollers.
- Responsible for ensuring the use of specific peripherals such as ADC, UART, and USB, to handle specific electronics such as sensors to count score, and peripherals to enter different game modes.

**Facial Morphing Software**, Class Project

April 2018 – May 2018

*ECE 364 Software Tools Lab*

- Built a functional facial morphing software that would let a person choose two images and pick points of interest that he/she would want to morph.
- Developed the software package completely in Python and used QT editor for GUI design. Tested and calibrated statistical model on student groups to understand feature shortcomings and product improvements.

*\*References available upon request*